

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 OES-05

AEC-07 EPA-04 INT-05 FEAE-00 NASA-02 HEW-06 CAB-05

FAA-00 DOTE-00 AGR-10 ACDA-10 /105 W
----- 093883

R 201050Z JAN 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC 9077

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN

U.S. TRADE CENTER, MILAN

UNCLAS SECTION 1 OF 5 ROME 0779

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: POST RECOMMENDATIONS FOR FY 1976 COUNTRY COMMERCIAL PROGRAM

REF.: A-9016, DEC. 6, 1974

1. IN PUTTING TOGETHER THE FOLLOWING CAMPAIGN ACTIVITIES AND OBJECTIVES, WE HAVE COUNTED HEAVILY ON WAG (WASHINGTON ACTION GROUP) SUPPORT, PARTICULARLY FROM USIA. THE REQUESTS FOR SUPPORT FROM USIA MIRROR THE CLOSE WORKING AND PROGRAMMING RELATIONSHIP BETWEEN COMSEC AND USIS ROME. WAG SUPPORT FOR CERTAIN ACTIVITIES (COMMENTS FOLLOW) -- IN ADDITION TO WASHINGTON SUPPORT FOR THE TRADE EVENTS SCHEDULE -- IS PARTICULARLY IMPORTANT IF THE CAMPAIGNS AS WE HAVE OUTLINED THEM ARE TO BE SUCCESSFUL:

A) WE ARE REQUESTING USIA TO PREPARE A MEDIA PACKAGE (FILMS, SLIDES, ARTICLES, ETC.) PER CM-1588 OF NOVEMBER 6, 1974, ON
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COMPUTERS. WE INTEND TO USE THIS PACKAGE ON A TRIAL BASIS TO

PROMOTE EXPORTS AND DEVELOP TRADE OPPORTUNITIES. IF WE FIND THE VEHICLE SUCCESSFUL AND NOT TOO TIME-CONSUMING, WE INTEND TO REQUEST SUCH PACKAGES FOR ALL OUR CAMPAIGNS. THIS PACKAGE SHOULD NOT BE CONFUSED WITH ANOTHER TYPE THAT WE ARE ALSO REQUESTING FROM USIA. THE LATTER IS A PRESS PACKAGE OF ARTICLES AND PHOTOGRAPHS THAT WE CAN USE IN OUR SCAMBI COMMERCIALI (COMMERCIAL NEWSLETTER) AND FOR PRESS RELEASES OR FOR PUBLICATION IN THE TRADE PRESS.

B) WE HAVE PROGRAMMED INPUTS INTO CERTAIN CAMPAIGNS FOR SUPPORT OF U.S. TRADE EXHIBITIONS UNDER THE GROUP FOREIGN-BUYERS PROGRAM. WE HAVE BEEN UNABLE TO BE SPECIFIC BECAUSE WE DO NOT YET KNOW WHICH U.S. TRADE FAIRS WILL BE FEATURED. TO THE EXTENT THAT THE U.S. EXHIBITIONS WHEN SELECTED MESH WITH THE CAMPAIGN WE MIGHT BE ABLE TO SHIFT SOME ADDITIONAL RESOURCES TO SUPPORT THE FOREIGN-BUYERS PROGRAM.

C) FOR SALES RESULTS FROM ADSS, TOS, ITALIAN GROUP BUYERS, AND WTDRS, WE MUST ALSO DEPEND LARGELY ON WAG INFORMATION.

D) WE PLAN TO EXPERIMENT WITH LOCALLY PROCURED AND FINANCED SEMINARS (I.E. FLUID POWER AND PRINTING AND GRAPHIC ARTS). AS OUR PLANS PROCEED WE MAY HAVE TO CALL ON WAG FOR ASSISTANCE IN APPROACHING U.S. INDUSTRY.

E) WE SOLICIT WAG SUPPORT (USIA) TO DETERMINE THE AVAILABILITY OF HIGH-LEVEL SPEAKERS IN THE FIELD OF ENVIRONMENTAL CONTROL. ALSO WE INTEND TO WORK WITH THE MISSION'S SELECTION COMMITTEE ON INTERNATIONAL VISITORS PROGRAM TO CONSIDER CANDIDATES OF ACADEMIC OR PROFESSIONAL LEADERSHIP WHO ARE PROMINENT IN CERTAIN OF THE CAMPAIGN AREAS.

2. WE SEE THE CAMPAIGN ON ELECTRONIC COMPONENTS AND ELECTRONIC INDUSTRY PRODUCTION EQUIPMENT AS A FOLLOW-UP TO FY 75'S CAMPAIGN; AS SUCH THE MAJORITY OF OUR RESOURCES WILL BE PLACED IN THE AREA OF TRADE SOLICITATION AND FOLLOWING DEVELOPMENTS IN THIS MERCURIAL PRODUCT AREA.

3. WE HAVE ARBITRARILY ASSIGNED A CERTAIN PERCENTAGE OF EACH MTC SHOW TO EACH CAMPAIGN. IN FACT, ONLY WASHINGTON CAN ACTUALLY

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LLY ASSIGN CORRECT PERCENTAGES AND THAT ONLY WHEN THE SHOWS WILL HAVE BEEN RECRUITED.

4. NINE PROPOSED CAMPAIGN FOLLOW. IN ALL, CONSULTATION GENERATED IDEAS FROM A WIDE VARIETY OF EMBASSY PARTICIPANTS, MOST NOTABLY FROM USIS AND THE SCIENCE ATTACHE AS WELL AS FROM THE MILAN TRADE CENTER (MTC) DIRECTOR. NAMES OF CAMPAIGN MANAGERS WILL FOLLOW IN A SEPARATE TELEGRAM. CAMPAIGN NUMBER 1 - COMPUTERS

AND RELATED EQUIPMENT CAMPAIGN OBJECTIVES

- STIMULATE \$12 MILLION IN SALES
- INTRODUCE 24 NTM COMPANIES TO ITALY
- 14 TRADE OPPORTUNITIES
- SPECIAL ISSUE OF SCAMBI COMMERCIALI (SC) ON COMPUTERS
- 5 ARTICLES PLACED IN TRADE AND GENERAL PRESS ON U.S. COMPUTER DEVELOPMENTS
- 10 ITALIAN AGENTS AND BUYERS TO U.S. TRADE SHOWS
- 61 U.S. FORMS EXHIBITING IN ITALIAN MARKET.
BY SEPTEMBER 30
- DEVELOPMENT OF USIA MEDIA-PACKAGE FOR USE IN PRESS CAMPAIGN, SCAMBI COMMERCIALI, AND TRADE OPPORTUNITY PROGRAM
- LOCALLY PROCURED SEMINAR ON FLUID POWER INCLUDING COMPUTER APPLICATIONS IN ROME (SEE ALSO CAMPAIGN NUMBER 5)
- ONE VISIT TO CITY OTHER THAN ROME OR MILAN WITH MEDIA-PACKAGE FOR TRADE-OPPORTUNITY DEVELOPMENT
- PRESS RELEASE ON U.S. COMPUTER DEVELOPMENTS
- REVIEW AND UPDATE PROSPECTS LISTS
- 2 TOS

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- 2 BUSINESS CONSULTATIONS
- BY DECEMBER 31
- ROME MINI-MISSION ON POLLUTION CONTROL IN SUPPORT OF MTC EXHIBITION (SEE ALSO CAMPAIGN NUMBER 3)
- MTC PURAQUA-PURARIA EXHIBITION (SEE ALSO CAMPAIGN NUMBER 3)
- TRADE-OPPORTUNITY SOLICITATION WITH MEDIA-PACKAGE IN CITY OTHER THAN ROME OR MILAN
- MTC METAL-FUNISHING AND SURFACE-TREATMENT EXHIBITION (SEE ALSO CAMPAIGN NUMBER 5)

- INVESTIGATE WITH OTHER MISSION ELEMENTS POSSIBILITY OF
NOMINATING LEADING ACADEMIC FIGURE IN COMPUTER FIELD FOR IV
GRANT

- 2 ADSS

- 3 BSPS

- 4 TOS

- 8 BUSINESS CONSULTATIONS.

BY MARCH 31

- PRINTING AND GRAPHIC-ARTS EXHIBITION AT MTC (SEE ALSO CAMPAIGN
NUMBER 2)

- 2 PRESS RELEASES

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 OES-05

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FAA-00 DOTE-00 AGR-10 ACDA-10 /105 W

----- 094091

R 201050Z JAN 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC 9078

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN

U.S. TRADE CENTER, MILAN

UNCLAS SECTION 2 OF 5 ROME 0779

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: POST RECOMMENDATIONS FOR FY 1976 COUNTRY COMMERCIAL PROGRAM

REF.: A-9016, DEC. 6, 1974

.....RELEASES

- ROME SEMINAR ON COMPUTER USES IN PRINTING INDUSTRY

- BUILD UP SC COMPUTER-SECTOR SUBSCRIBERS

- 2 ADSS

- 3 BSPS

- 4 TOS

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- 8 BUSINESS CONSULTATIONS.

BY JUNE 30

-SPECIAL ISSUE OF SC

- ROME MINI-MISSION

- MTC EDP EXHIBITION

- VISIT NAPLES, FLORENCE, AND GENOA WITH MEDIA-PACKAGE FOR TRADE-
OPPORTUNITY SOLICITATION

- 4 BSPS

- 2 ADSS

- 4 TOS

- 6 BUSINESS CONSULTATIONS

CAMPAIGN NUMBER 2 - PRINTING AND GRAPHIC-ARTS

CAMPAIGN OBJECTIVES

- STIMULATE \$5 MILLION IN SALES

- INTRODUCE 16 U.S. FIMRS TO ITALY

- 4 PRESS RELEASES

- 27 U.S. FIRMS EXHIBITING IN ITALY

- 10 TRADE OPPORTUNITIES

ACTIONS

BY SEPTEMBER 30

- DEVELOP AND PROGRAM USIA PRESS PACKAGE FOR SC
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- REVIEW AND UPDATE PROSPECTS LISTS

- 1 PRESS RELEASE

- 1 TO

- 3 BUSINESS CONSULTATIONS

BY DECEMBER 31

- PREPARE SC ISSUE ON PRINTING INDUSTRY

- DEVELOP MAJOR-PROJECT SUBMISSION

- 1 PRESS RELEASE

- 1 ADS

- 2 BSPS

- 3 TOS

- 5 BUSINESS CONSULTATIONS.

BY MARCH 31

- MTC PRINTING AND GRAPHIC-SRTS EQUIPMENT EXHIBITION

- ROME SEMINAR

- 1 PRESS RELEASE

- 1 ADS

- 1 BSP

- 3 TOS

- 6 BUSINESS CONSULTATIONS.

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BY JUNE 30

- 1 PRESS RELEASE

- 1 BSP

- 3 TOS

- 6 BUSINESS CONSULTATIONS

CAMPAIGN NUMBER 3 - WATER AND AIR POLLUTION CONTROL

CAMPAIGN OBJECTIVES

- \$4 MILLION IN STIMULATED SALES

- INTRODUCE 18 FIRMS TO ITALY

- 12 TRADE OPPORTUNITIES

- 24 U.S. FIRMS EXHIBITING IN ITALY

- 5 PRESS RELEASES

ACTIONS

BY SEPTEMBER 30

- REQUEST USIA PRESS PACKAGE

- REVIEW PROSPECT LISTS AND UPDATE

- 1 PRESS RELEASE

- 3 BUSINESS CONSULTATIONS.

BY DECEMBER 31

- ROME MINI-MISSION

- MTC PURARIA-PURAQUA SHOW

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- PREPARE SC ISSUE ON ECOLOGY

- 1 BSP

- 2 ADSS

- 4 TOS

- 2 PRESS RELEASE

- 5 BUSINESS CONSULTATIONS.

BY MARCH 31

- MAKE APPROACH TO CASSA PER IL MEZZOGIORNO AND NAPLES OFFICIALS
ON BAY PROJECT

- INVESTIGATE WITH USIA THE POSSIBILITY OF SPEAKER ON WATER-
POLLUTION CONTROL TO BUSINESS AND LOCAL AND REGIONAL AUTHORITIES
NAPLES

- 1 BSP

- 2 ADSS

- 4 TOS

- 1 PRESS RELEASE

- 6 BUSINESS CONSULTATIONS.

BY JUNE 30

- INVESTIAGATE WITH OTHER MISSION ELEMENTS POSSIBILITY OF SUB-
MITTING NOMINEE FOR IV GRANT FOR U.S. VISIT

- 2 BSPTS

- 2 ADSS

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- 4 TOS

- 2 PRESS RELEASES

- 6 BUSINESS CONSULTATIONS

CAMPAIGN NUMBER 4 - ELECTRONIC COMPONENTS AND ELECTRONIC-
INDUSTRY PRODUCTION EQUIPMENT

CAMPAIGN OBJECTIVES

- \$875,000 IN STIMULATED SALES

- INTRODUCE 6 FIRMS TO ITALY

- 15 TRADE OPPORTUNITIES

- 4 PRESS RELEASES

- 4 FIRMS EXHIBITING IN ITALIAN MARKET

ACTIONS

BY SEPTEMBER 30

- PREPARE ELECTRICAL-EQUIPMENT-INDUSTRY CERP REPORT

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 LAB-04

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AEC-07 EPA-04 INT-05 FEAE-00 NASA-02 HEW-06 CAB-05

FAA-00 DOTE-00 AGR-10 ACDA-10 /105 W

----- 094213

R 201050Z JAN 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC 9079

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN
U.S. TRADE CENTER, MILAN

UNCLAS SECTION 3 OF 5 ROME 0779

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJ: POST RECOMMENDATIONS FOR FY 1976 COUNTRY COMMERCIAL PROGRAM

REF.: A-9016, DEC. 6, 1974

.....REPORT

PREPARE TELECOMMUNICATIONS-EQUIPMENT INDUSTRY CERP REPORT

- REVIEW RESULTS OF FY 75 CAMPAIGN AND UPDATE

- REQUEST AND PROGRAM USIA PRESS PACKAGE

- 1 PRESS RELEASE

- 3 TOS
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- 1 BUSINESS CONSULTATIONS

BY DECEMBER 31

- 1 PRESS RELEASE

- 1 ADS

- 1 BSP

- 3 TOS

- 1 BUSINESS CONSULTATIONS

BY MARCH 31

- 1 PRESS RELEASE

- 2 BSPS

- 4 TOS

- 2 BUSINESS CONSULTATIONS

BY JUNE 30

- 1 PRESS RELEASE

- 1 ADS

- 2 BSPS

- 5 TOS

- 1 BUSINESS CONSULTATIONS

CAMPAIGN NUMBER 5 - MACHINE TOOLS AND SPECIALIZED MACHINERY
CAMPAIGN OBJECTIVES

- STIMULATE \$12 MILLION IN SALES
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- INTRODUCE 61 NTM COMAPNIES TO ITALY

- 30 TRADE OPPORTUNITIES

- 5 ARTICLES IN GENERAL AND TRADE PRESS ON U.S. INDUSTRY
DEVELOPMENTS

- 81 U.S. COAMPANIES EXHIBITING IN ITALY

ACTIONS

BY SEPTEMBER 30

- PROCURE AND PROGRAM USIA PRESS PACKAGES

- LOCALLY PROCURED SEMINAR ON FLUID POWER USES

- MTC CLUID POWER EXHIBITION

- 1 ARTICLE ON U.S. INDUSTRY IN SC

- 2 TRADE OPPORTUNITIES

- REVIEW AND UPDATE PROSPECTS LISTS

- 1 ADS

- 3 TOS

- 3 BUSINESS CONSULTATIONS

BY DECEMBER 31

- PORT-EQUIPMENT TRADE MISSION (TENTATIVE)

- MTC CERAMICS-INDUSTRY JEEP

- MTC PURAQUA-PURARIA II SHOW (SEE ALSO CAMPAIGN NUMBER 3)

- MTC MINI-MISSION FOR PURAQUA-PURARIA (SEE ALSO CAMPAIGN
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NO. 3)

- MTC METAL-FINISHING AND SURFACE-TREATMENT SHOW

- 9 TOS

- 3 BSPPS

- 3 ADSS

- 7 BUSINESS CONSULTATIONS.

BY MARCH 31

- MTC FEBRUARY MATERIALS -TESTING AND QUALITY-CONTROL SHOW (SEE
ALSO CAMPAIGN NO. 6)

- PROMOTE U.S. NATIONAL POLLUTION-CONTROL SHOW

- MTC MARCH INDUSTRIAL-SAFETY AND MAINTENANCE EQUIPMENT SHOW

- 3 ADSS

- 9 TOS

- MARCH MTC MACHINE TOOLS AND ACCESSORIES JEEP

- 2 BSPPS

- 5 BUSINESS CONSULTATIONS.

BY JUNE 30

- PROMOTE AS YET UNSPECIFIED U.S. VIP SHOW

- 3 ADSS

- 3 BSPPS

- 9 TOS

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- 5 BUSINESS CONSULTATIONS

CAMPAIGN NUMBER 6 - PROCESS-CONTROL EQUIPMENT AND INSTRUMENTATION
CAMPAIGN OBJECTIVES

- \$7 MILLION IN STIMULATED SALES

- INTRODUCE 35 U.S. FIRMS TO ITALY

- 7 PRESS RELEASES (INCLUDING SC ARTICLES)

- 53 U.S. FIRMS EXHIBITING IN ITALY

- 12 TRADE OPPORTUNITIES

- 7 BSPS

- 10 ADSS

- 50 BUSINESS CONSULTATIONS

ACTIONS

BY SEPTEMBER 30

- PETROLEUM-INDUSTRY CERP REPORT

-CHEMICAL-INDUSTRY CERP REPORT

- DEVELOPE AND PROGRAM USIA PRESS PACKAGE ON INDUSTRIAL
AUTOMATION

- REVIEW PROSPECTS LISTS AND UPDATE

- ROME SEMINAR ON FLUID POWER

- MTC FLUID-POWER EXIBITION (SEE ALSO CAMPAIGN NUMBER 5)

- 1 ADS

- 2 TOS

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- 1 PRESS RELEASE

- 1 SC ARTICLE

- 5 BUSINESS CONSULTATIONS.

BY DECEMBER 31

- MTC DECEMBER METAL-FINISHING AND SURFACE-TREATMENT EXHIBITION
(SEE ALSO CAMPAIGN NUMBER 5)

1 PORT-EQUIPMENT TRADE MISSION (TENTATIVE)

- 1 PRESS RELEASE

- 1 SC ARTICLE

- 2 BSPS

- 3 ADSS

- 3 TOS

- 15 BUSINESS CONSULTATIONS.

BY MARCH 31

- FEBRUARY MTC MATERIALS-TESTING AND QUALITY-CONTROL EXHIBITION

- JANUARY MTC PRINTING AND GRAPHIC-ARTS EXHIBITION (SEE ALSO
CAMPAIGN NUMBER

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 OES-05

AEC-07 EPA-04 INT-05 FEAE-00 NASA-02 HEW-06 CAB-05

FAA-00 DOTE-00 AGR-10 ACDA-10 /105 W

----- 094392

R 201050Z JAN 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC 9080

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

AMCONSUL MILAN UNN

AMCONSUL NAPLES UNN

AMCONSUL PALERMO UNN

AMCONSUL TURIN UNN

U.S. TRADE CENTER, MILAN

UNCLAS SECTION 4 OF 5 ROME 0779

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: POST RECOMMENDATIONS FOR FY 1976 COUNTRY COMMERCIAL PROGRAM

REF.: A-9016, DEC. 6. 1974

..... NUMBER 2)

- ROME PRINTING SEMINAR

- MTC MARCH MACHINE TOOLS AND ACCESSORIES JEEP (SEE ALSO CAM-
PAIGN NUMBER 5)

- PRESS RELEASE

- 1 SC ARTICLE

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- 3 BSPPS

- 3 ADSS

- 3 TOS

- 15 BUSINESS CONSULTATIONS.

BY JUNE 30

- 1 PRESS RELEASE

- 2 BSPPS

- 3 ADSS

- 4 TOS

- 15 BUSINESS CONSULTATIONS.

CAMPAIGN NUMBER 7 - TEXTILES AND CONSUMER PRODUCTS

CAMPAIGN OBJECTIVES

- STIMULATE \$6 MILLION IN SALES

- INTRODUCE 43 NTM FIRMS TO ITALY

- 45 TOS

- 4 PRESS RELEASES

- 36 U.S. FIRMS EXHIBITING IN ITALIAN MARKET

ACTIONS

BY SEPTEMBER 30

- PREPARE TEXTILE-INDUSTRY CERP REPORT

- MTC HI-FI JEEP

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- REVIEW FY 1975 CAMPAIGNS; UPDATE PROSPECTS LISTS

- DEVELOPE AND PROGRAM USIA CONSUMER-GOODS PRESS PACKAGE

- 1 PRESS RELEASE

- 1 BSP

- 6 TOS

- PUBLICIZE TO U.S. INDUSTRY PERTINENT ITALIAN SHOWS (MTC FACILITIES TO BE AVAILABLE TO U.S. DELEGATIONS TO INTERNATIONAL TEXTILE MACHINERY ASSOCIATION MEETING).

BY DECEMBER 31

- WEEKEND USA - MULTICOMPANY BSP

- 1 PRESS RELEASE

- 1 BSP

- 13 TOS.

BY MARCH 31

- ARTICLE FOR COMMERCE TODAY ON SCOPE AND CONTENT OF ITALIAN
CONSUMER FAIRS

- 1 PRESS RELEASE

- 1 BSP

- 13 TOS

- REXCHEDULE IN OCTOBER CASUAL AND PORTSWEAR JEEP (CANCELLED
DECEMBER, 1974).

BY JUNE 30

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- 1 PRESS RELEASE

- TEXPO '76 (VIP SHOW)

- 1 BSP

- 13 TOS

CAMPAIGN NUMBER 8 - TRAVEL U.S.A.

CAMPAIGN OBJECTIVES

- STIMULATE \$500,000 IN SALES

- REINFORCE VISIT USA COMMITTEE

- PROMOTE BICENTENNIAL CELEBRATION.

BY SEPTEMBER 30

- PROVIDE ADMINISTRATIVE SUPPORT FOR THE COMMITTEE, WHICH INCLUDES
SCHEDULING MEETINGS FOR THE REMAINDER OF THE FISCAL YEAR AND
PROVIDING MEETING FACILITIES, MATERIALS, AND CLERICAL SUPPORT

- ASSESS RESULTS OF JOURNALISTS' TOUR HELD IN LATE SPRING 1975

- CONTINUE TO COLLECT AND DEVELOP ECONOMIC AND TOURISM INFORMATION
ON THE MARKET, WHICH CAN BE UTILIZED IN DETERMINING CHARACTER-
ISTICS OF THE MARKET AND FOR PLANNING PROMOTIONAL PROJECTS.

BY DECEMBER 31

- COMPLETE PROGRAM TO INCREASE FOREIGN-VISITOR ATTENDANCE AT

A) TRADE SHOWS AND

B) INTERNATIONAL CONVENTIONS TO BE HELD IN THE UNITED STATES

- SELECT TRAVEL WRITERS, TRAVEL AGENTS, AND EXECUTIVES OF
INTERNATIONAL ASSOCIATIONS TO PARTICIPATE IN USTS-ENDORSED
FAMILIARIZATION TOURS FOR SPRING 1976

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- COMMENCE IMPLEMENTATION OF PLANNED PROGRAM.

BY MARCH 31

- SELECT LOCAL PARTICIPANTS, WITHIN THE DESIGNATED QUOTE ASSI-
GNED BY USTS, FOR ATTENDANCE AT THE 1975 USTS-DATO POW WOW
AND TRAVEL MART.

BY JUNE 30

- MEASURE RESULTS OF FY 1976 PROGRAMS; REPORT ESTIMATED
FOREIGNEXCHANGE EARNINGS; AND REPORT PLANS FOR FY 1977 PROGRAMS.

CAMPAIGN NUMBER 9 - MAJOR PROJECTS/MAJOR PRODUCT OPPORTUNITIES

SINCE IT IS IMPOSSIBLE TO PROJECT WITH ANY ACCURACY WHEN MAJOR
PROJECTS WILL DEVELOP WITHIN A GIVEN YEAR OR WHAT SPECIFIC
MISSION ACTIONS WILL BE WARRANGED, THE QUARTERLY ACTIVITIES
FIRMAT HAS NOT BEEN USED FOR THIS CAMPAIG.,

1. CABLE TV: FOLLOW-UP. NEWLY EMERGING CABLE TG FIELD IS
ESTIMATED TO REPRESENT POTENTIAL MARKET OF SEVERAL HUNDRED MI-
LLION DOLS. CABLE TV IS NOW OBJECT OF THREE-CORNERED STRUGGLE
BETWEEN ITALIAN CENTRAL GOVERNMENT, REGIONAL GOVERNMENTS, AND
PRIVATE FIRMS. RESPECTIVE ROLES SHOULD BE CLARIFIED BY FY
1976 AND IDENTIFICATION OF MAJOR PURCHASING ENTITIES POSSIBLE.
CENTRAL GOVERNMENT PLANS DRAW UP TECHNICAL STANDARS FOR ALL SYSTEMS
AND THERE IS SUBSTANTIAL PRESSURE FOR NON-U.S. SPECIFICATIONS.

ACTIVITIES IN FY 1976 - CONTINUE EFFORTS TO OBTAIN TECHNICAL
STANDARDS COMPATIBLE WITH U.S. EQUIPMENT THROUGH CONTACTS WITH
PTT. FOLLOW AND REPORT DEVELOPMENTS AND IDENTIFY KEY PURCHASERS
OF EQUIPMENT AS THEY EMERGE.

OBJECTIVE IN FY 1976 - NONE, CARRY-OVER INTO FY 1977.

2. PORTS OF PALERMO AND GENOA: FOLLOW-UP. BOTH PROJECTS ARE
MOVING FORWARD AND PROCUREMENT SHOULD BE ACTIVE IN FY 76.
SALES PROSPECTS FOR U.S. FIRMS EXPECTED TO CENTER ON TECHNICALLY
ADVANCED EQUIPMENT FOR PORTS NOT AVAILABLE LOCALLY.
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ACTIVITIES IN FY 76 - GENOA AND PALERMO CONSULATES WILL SEEK
TO IDENTIFY AND REPORT ON LOCAL PRIME CONTRACTORS WHO ARE

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 LAB-04

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----- 094598

R 201050Z JAN 75

FM AMEMBASSY ROME

TO SECSTATE WASHDC 9081

INFO AMCONSUL FLORENCE UNN

AMCONSUL GENOA UNN

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U.S. TRADE CENTER, MILAN

UNCLAS SECTION 5 OF 5 ROME 0779

E.O. 11652: N/A

TAGS: BEXP, IT

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REF.: A-9016, DEC. 6, 1974

.....ARE POTENTIAL PURCHASERS OF U.S. EQUIPMENT AND TO MONITOR
PROGRESS OF PROJECTS THROUGH CONTACTS WITH PORT AUTHORITIES.
SUPPORT NOVEMBER FY 76 TRADE MISSION.

OBJECTIVES IN FY 76 - \$5 MILLION.

3. NUCLEAR REACTORS - GOI'S MASSIVE PROGRAM FOR DEVELOPMENT
OF NUCLEAR POWER PLANTS WILL OFFER MAJOR COMMERCIAL OPPORTUNI-
TIES FOR U.S. FIRMS IN FY 76. TWO POWER PLANTS ARE EXPECTED
TO BE CONTRACTED FOR IN FY 76 BUT FINANCING REMAINS CRUCIAL.
ACTIVITIES IN FY 76 - CONTINUE CONTACTS WITH ENEL OFFICIALS
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BEGUN IN FY 1975 TO PUT TOGETHER MUTUALLY ACCEPTABLE FINANCING
PACKAGE AND CONFIRM ENEL PREFERENCE FOR U.S. EQUIPMENT.
OBJECTIVE IN FY 76 - \$50 MILLION.

4. DEPOLLUTION OF BAY OF NAPLES - OVER \$300 MILLION HAS BEEN
COMMITTED BY GOI FOR THIS PROJECT. BIDS BY ITALIAN-BASED
CONSORTIA HAVE BEEN MADE ON FIVE MAJOR WATER-SEWAGE TREATMENT
PLANTS BUT ONLY ONE HAS BEEN AWARDED. U.S. KNOW-HOW IN WATER-
POLLUTION EQUIPMENT SHOULD ENABLE U.S. FIRMS TO MAKE SUBSTANTIAL
SALES.

ACTIVITIES IN FY 76 - CONSULATE NAPLES TO IDENTIFY AND REPORT
NAMES OF PRIME CONTRACTORS AS BIDS AWARDED AND TO ASCERTAIN
SPECIFIC POTENTIAL FOR U.S. EQUIPMENT THROUGH CONTACTS WITH
PRIME CONTRACTORS AND PROJECT AUTHORITIES.

OBJECTIVE IN FY 76 - \$4 MILLION.

5. ETHYLENE PLANT IN SICILY - CONSORTIUM OF MONTEDISON AND
OTHERS HAS CALLED FOR PROPOSALS FROM SELECTED ENGINEERING FIRMS
FOR THIS \$160 MILLION PROJECT. PROCUREMENT BY WINNING FIRM
SHOULD BEGIN IN FY 76.

ACTIVITIES IN FY 76 - IDENTIFY AND REPORT ON PRIME CONTRACTORS
WHEN CHOSEN AND ATTEMPT TO ASCERTAIN SPECIFIC INTEREST IN US
EQUIPMENT.

OBJECTIVE IN FY 76 - \$3 MILLION.

6. GIOIA TAURO STEEL CENTER - PRELIMINARY INFRASTRUCTURE WORK
JUST BEGINNING ON THIS MASSIVE \$900 MILLION PROJECT.
DEVELOPMENT WILL BE SLOW.

ACTIVITY IN FY 76 - SEEK TO IDENTIFY TIMING AND SOURCE OF PROCURE-
MENT FOR VARIOUS PHASES OF PROJECT AS THEY EMERGE AND SPECIFIC
POSSIBILITIES FOR U.S. EQUIPMENT.

OBJECTIVE IN FY 76 - NONE, CARRY OVER INTO FY 77.

7. UNDERSEA GAS PIPELINE, ITALY-TUNISIA - PLANNING ON THIS

\$600 MILLION PROJECT BY SNAM OF ENI GROUP, NOW GOING FORWARD.
INTEREST OF SNAM IN U.S. CONTRACTING SERVICES AND PIPELINE
ALREADY REPORTED.
ACTIVITY IN FY 76 - UNCERTAIN STATE OF ENERGY FIELD MEANS THAT
THIS PROJECT MUST BE CLOSELY FOLLOWED TO KEEP POTENTIAL U.S.
SUPPLIERS INFORMED OF PROSPECTS.
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OBJECTIVE IN FY 76 - \$8 MILLION.

8. COMPUTERIZED HEALTH SYSTEM - WITH EMBASSY ENCOURAGEMENT,
GOI IS INVESTIGATING POSSIBLE USE IN ITALY OF COMPUTERIZED
HEALTH SYSTEM DEVELOPED UNDER NASA PROGRAM AND SUBJECT OF PILOT
PROGRAMS IN ARIZONA AND ALASKA. PROGRAM HAS POTENTIAL OF
APPROXIMATELY \$100 MILLION.
ACTIVITIES IN FY 76 - EMBASSY WILL CONTINUE TO WORK WITH MINISTRY
OF HEALTH, PROVIDING INFORMATION ON PROGRAM AND ASSISTING IN
CONTACTS WITH SPECIFIC U.S. FIRMS.
OBJECTIVE IN FY 76 - NONE IN FY 76; CARRY OVER INTO FY 1977.

9. AVIONICS: FOLLOW UP - AS NOTED IN CURRENT MARKET RESEARCH,
GOI WILL BE SPENDING \$300 MILLION ON AVIONICS AND AIRPORT
IMPROVEMENT OVER THE NEXT FEW YEARS. MTC SHOW IN FY 75 GAVE
U.S. FIRMS GOOD CONTACTS, BUT CONTINUED MONITORING OF SPECIFIC
PROJECTS NEEDED. NEW MICROWAVE LANDING SYSTEMS EXPECTED TO BE
OF PARTICULAR INTEREST IN ITALY.
ACTIVITIES IN FY 76 - REPORT SPECIFIC PROJECTS IN THIS FIELD
AS THEY EMERGE AND PUBLICIZE NEW U.S. PRODUCTS IN AVIONICS
FIELD. PROVIDE FOLLOW UP SUPPORT TO U.S. FIRMS THAT EXHIBITED
IN MTC AVIONICS SHOW.
OBJECTIVE IN FY 76 - \$5 MILLION (PARTLY STEMMING FROM FY 75).

10. OTHER PLANNED MAJOR PROJECTS WHICH MAY WARRANT ALLOCATION
OF POST RESOURCES IN FY 76 DEPENDING ON THEIR SPECIFIC DEVELOPMENT
ARE:

- A. WATER PIPE FOR PUBLIC WATER SYSTEMS FINANCED BY CASSA PER
IL MEZZOGIORNO.
- B. DEVELOPMENT OF HIGH SPEED TRAIN AND ATTENDANT COMPUTERIZED
EQUIPMENT FOR ITALIAN RAILWAYS.
- C. CONTINUATION OF EARTH RESOURCES SATELLITE PROGRAM (ERTS)
PROCUREMENT AND RELATED BUT MORE DISTANT FAO PROCESSING CENTER
FOR ERTS MATERIALS.
- D. SAN MARCO SPACE SATELLITE PROGRAM.
- E. EXPANSION OF RAI TV-RADIO FACILITIES STEFQING FROM GOI
PLANNED ORGANIZATIONAL REFORM OF RAI.VOLPE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 20 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
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Status: NATIVE
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TAGS: BEXP, IT
To: STATE
Type: TE
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